

Syllabus for *Marketing in China*

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Class meets: 13:30-16:00 Wednesday Room 102 Building 6

I. Course Description

Marketing is the core of an operating business. It is an organizational philosophy and a set of guiding principles for interfacing with customers, competitors, collaborators, and the environment. Marketing entails planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. It starts with identifying and measuring consumers' needs and wants, assessing the competitive environment, selecting the most appropriate customer targets and developing marketing strategy and implementation program for an offering that satisfies consumers' needs better than the competition. Marketing is the art and science of creating customer value and market place exchanges that benefit the organization and its stakeholders.

Marketing in China is both similar to and very different from marketing done elsewhere. Culture plays a major role, though how large will be one of the areas that will be explored in this course. The rise and role of the internet, the special part played by branding strategies, the role of consumer research, and the ways in which managers and consumers react to various marketing efforts will all be addressed in this course. These and other marketing issues will be illustrated and examined using cases that are derived from experiences and operations in China. The purpose is to provide a brief overview for China's current marketing strategy. The course is integrative in approach, combining the content of marketing theories with marketing practices in China.

II. Course Objective

The primary objective of this course is to expose you to issues involved in China's marketing. The Chinese business is becoming increasingly more aware of the international marketplace and is looking for employees with international expertise. It is impossible in any one course to teach you how to market every product in every country. In this course, we will look at general examples and frameworks of China's marketing through lectures and class discussions. By the end of the class, students should be able

- To assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.

- To develop effective marketing strategies to achieve organizational objectives.
- To design a strategy implementation program to maximize its chance of success.
- To communicate and defend your recommendations and critically examine and build upon the recommendations of your classmates both quantitatively and qualitatively.
- To provide students with an understanding of the role of marketing in business organizations, as well as in an increasingly multicultural and technological society.
- To emphasize the importance of ethical and socially responsible behavior in marketing.

III. Format and Class Policies.

This course is taught using a combination of the lecture and student participation methods. The class will participate in several in-class exercises intended to reinforce the concepts discussed in the lectures and in the text. It is imperative that you actively participate in these discussions. Every student is required to attend class punctually each time. In case of absence, students should notify the instructor beforehand. Absence from class will adversely affect your final score.

Class lectures and discussions will assume that you have a general understanding of the terms and ideas from the required readings. In this combination lecture/discussion format, your individual contributions, questions, and insights become critical to your own learning and that of your classmates. An effective class session can occur only if you and I are actively involved in the learning process.

IV. Required Textbook:

P. Kotler, K.L.Keller and Tailong Liu *Marketing Management in China*, 1st Edition, Pearson Prentice Hall, 2009,

ISBN 13 978-981-06-7997-2

ISBN 10 981-06-7997-1

Internet Resources

- www.economist.com *The Economist*
- www.fortune.com *Fortune*
- www.nytimes.com *The New York Times*
- www.wsj.com *The Wall Street Journal*

- www.bloomberg.com *Bloomberg*
- www.businessweek.com *Businessweek*
- www.ft.com *Financial Times (London)*
- www.cnnmoney.com *CNN Money*

V. Course Evaluation

The students will be evaluated on the basis of their performance as follows:

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| A. Class participations and attendance: | 20% |
| B. Midterm Exam | 20% |
| C. Final presentations | 60% |

About course evaluation

A) Excellent classroom discussion on the course contents, supported by adequate preparation, is an important component of the class participation grade. A significant portion of class time will be devoted to analyzing assigned cases. The case method is one of the most effective means of sharpening your decision-making skills. A successful case discussion requires you to be an active participant. You should read and analyze these cases carefully and come to class prepared to provide your qualitative and quantitative assessments of the situation and arguments for the proposed solution. The situations in the cases are complex. It is likely that your classmates will have different views and opinions about how to deal with the case problem. Real learning takes place when you see how others address a problem about which you have thought carefully. The better you are prepared, the more you learn.

B) Midterm exam are inclusive of textbook materials.

C) Final presentations will be done in teams. A team consists of 4-6 students (you should form teams to prepare for the cases and to work on group projects. The target size is 5 people. Group sizes of 4 and 6 are viable, but more than 6 or less than 4 are strongly discouraged) gives a presentation on topics relevant to what we learnt from marketing in China, topics should be agreed with the instructor beforehand. The presentation should be 15-20 minutes long (each member of the team is required to speak), grade will be given on the group basis, but may vary in accordance with performance of each speaker. This is your opportunity to be creative with visual aids and charts. The use of PowerPoint is strongly encouraged. You can create advertising, new packaging, a video, or something else (be innovative) to make your presentations interesting.

Assignments and examinations will be graded according to the following grade scale:

- A 90-100
- A- 85-89
- B+ 82-84
- B 78-81
- B- 75-77
- C+ 72-74
- C 68-71
- C- 64-67
- D 60-63
- F below 60

VI. Academic Integrity

Students are responsible for knowing policy regarding academic honesty.

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

VII. *Tentative Schedule

This weekly work schedule also includes assignment due dates and date of final presentations. The instructor reserves the right to change the schedule. Students will be advised in advance of any change.

Date	Chapter Title or Topic	Chapter and Reading Assignments
Mar. 14	Kick-off session: Introduction of the course; An Overview of Marketing in China	Kotler:1-2
Mar. 21	China's Business Practices	Kotler:3-4
Mar. 28	Global and China's Business Environment McKinsey Quarterly: China's new pragmatic consumers	Kotler:5
Apr. 4	Analyzing Consumer Markets Marketing in China: 1. The One-Child Generation	Kotler:6-7

	2. Transition of the Female Social Role in China	
Apr. 11	Business Markets, Identifying Market Segments and Targets Case: How Wal-Mart Does Purchasing in China	Review for Midterm Exam
Apr. 18	Midterm Exam (Chapters 1-6)	Kotler:8,11
Apr. 25	Creating Positioning and Dealing with Competition, Designing and Managing Services Case: Baidu's Challenge for Google Marketing in China: Wong Lo Kat	Kotler:9-10 Topics for final presentation due
May 9	Branding in China Cases: Huawei Haier Li Ning	
May 16	Field trip*	Field trip reports Kotler:16
May 23	Advertising in China Case: Bidding for Commercials in CCTV's Prime Time	Kotler:19
May 30	Managing Marketing in a New World	
June 6	Students' final presentation	
June 13	Students' final presentation	

While this syllabus should provide you with an outline of the course, grading criteria and a tentative schedule, please note that the instructor reserves the right to modify this syllabus and schedule as deemed necessary.

*Field trip may take place at other weeks, depending on the time availability of the Company we are to visit.